

Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

Claims 1-22 (canceled).

23. (new) A method for promoting product sales in Internet transactions, the method comprising:

providing a user interface at a customer side for placing a purchase order through the Internet to a seller side, the user interface including an ordering screen for the customer side to select at least one product and enter an initial product order including information specifying a quantity of the selected product being ordered; comparing the specified quantity of the initial product order, placed by the customer side to the seller side, to a minimum quantity;

if the specified quantity of the initial product order is equal to or greater than the minimum quantity, delivering to the customer side display information for a promotion screen containing information regarding a selected promotion which is functionally related to the initial product order and is contingent on a revision of the order to make an additional purchase; and

if the specified quantity of the initial product order is less than the minimum quantity, processing the initial product order received from the customer side and delivering no promotion information to the customer side.

24. (new) A method for enhancing product sales in Internet transactions, the method comprising:

delivering display information to a customer side for ordering products via the Internet;
receiving at a seller side an initial order entered at the customer side for a specified
product and a specified quantity thereof;
comparing the specified quantity of the initial order, placed by the customer side to the
seller side, to a minimum quantity;
if the specified quantity of the specified product is within a first range that is higher than
a minimum quantity, delivering to the customer side display information
indicative of at least a first promotion which is functionally related to the initial
order and is contingent on a revision of the order to make an additional purchase;
and
if the specified quantity of the specified product is less than the minimum quantity,
delivering order processing information to the customer side for the initial order
and delivering no promotion information to the customer side.

25. (new) The method of claim 24, wherein if the specified quantity of the specified
product is in a second range higher than the first range:

delivering to the customer side display information indicative of at least a second
promotion that is different from the first promotion.

26. (new) The method of claim 25, wherein the first promotion is for a retail sales
transaction and the second promotion is for a business-to-business transaction.

27. (new) The method of claim 24, wherein the display information indicative of a first

promotion includes information regarding a difference between the initial order quantity and a quantity for qualifying for the first promotion.

28. (new) The method of claim 24, wherein the first promotion includes providing without charge one or more products different from the specified product.

29. (new) The method of claim 24, wherein the customer side and seller side are at geographically remote locations.

30. (new) A method for promoting product sales over a network, the method comprising:
displaying a first screen for ordering products at a customer side and receiving at a supplier side via the network an initial product order entered at the customer side in response to the displayed first screen;
comparing the initial product order, placed by the customer side to the seller side, to a minimum quantity;
if the initial product order is equal to or greater than the minimum quantity, displaying at the customer side a second screen that selectively includes information regarding at least one promotion functionally related to the initial product order, and offers the customer choices including confirming the initial product order and changing to a revised product order related to the at least one promotion; and
if the initial product order is less than the minimum quantity, displaying at the customer side a third screen containing information regarding status of the sales transaction and not displaying any promotion information at the customer side.

31. (new) The method of claim 30, wherein the second screen includes the information regarding the at least one promotion only when the initial product order is within a selected range of quantities.

32. (new) The method of claim 30, wherein the second screen includes information regarding a difference between the initial product order and an order that would qualify for the at least one promotion.

33. (new) The method of claim 30, wherein the second screen includes information regarding a first selected promotion when the initial product order is within a selected first range but a second selected promotion when the initial product order is in a second range higher than the first range.

34. (new) The method of claim 33, wherein the second screen includes information for a business-to-business sales transaction when the initial product order is in the second range.

35. (new) The method of claim 33, further comprising displaying at the customer side order processing information for a retail sale when the initial product order or the revised product order is in a first range but for a business-to-business sale when the initial product order or the revised product order is in a second, higher range.

36. (new) A method for promoting product sales over a network, the method comprising:

providing an ordering screen user interface at a customer side containing information regarding at least one product and allowing the customer side to enter an initial product order including information specifying a product and quantity being ordered;

comparing the specified quantity of the initial product order, placed by the customer side to a seller side via the network, to a minimum quantity;

if the initial product order has a selected characteristic, displaying a promotion screen at the customer side containing information regarding at least one selected promotion; and

if the initial product order does not have a selected characteristic, completing the sales transaction in accordance with the initial product order and not displaying any promotion information at the customer side.

37. (new) The method of claim 36, wherein the characteristic includes a quantity of products included in the initial product order.

38. (new) The method of claim 36, wherein the promotion screen is for a retail sales transaction when the selected characteristic is indicative of a retail order and is for a business-to-business sales transaction when the selected characteristic is indicative of a business order.

39. (new) The method of claim 36, wherein the selected characteristic is at least one of a quantity of a product and a total price of the initial product order.

40. (new) The method of claim 39, wherein the promotion screen is for retail transaction when at least one of quantity and total price of the initial product order is within a first range but is for a business-to-business transaction when at least one of a quantity of product and a total price of the initial product order is in a second, higher range.

41. (new) A system for promoting product sales in Internet transactions, the system comprising:

a seller side computer facility;

a customer side computer facility including a display configured to display information received from the seller side facility and an information entry device for entering information to be communicated to the seller side facility through the Internet; information being communicated between the customer side computer facility and the seller side computer facility through the Internet;

the customer side facility sending to the seller side facility, order information indicative of an initial order including a quantity of a product;

the quantity of the initial order being compared to a minimum quantity;

if the quantity of the initial order meets or exceeds a minimum quantity, the seller side facility sending to the customer side facility, promotion information describing at least one promotion functionally related at least to the quantity; and

if the quantity of the initial order is less than the minimum quantity, the seller side facility processing the initial order received from the customer side facility and delivering no promotion information to the customer side facility.